

THE VALE BROADCASTING CO.

POLLING RESULTS - FALL TERM, 1948

SPORTS PAGE-BANDSTAND TUESDAY, OCTOBER 19, 1948 8:00-8:30

<u>AVAILABLE AUDIENCE</u>	68.8
<u>SETS-IN-USE</u>	12.5
<u>PROGRAM RATING*</u>	8.3
<u>SHARE OF AUDIENCE</u>	66.6
<u>SPONSOR IDENTIFICATION</u>	----

SIZE OF SAMPLE - 96 RMS.

\*STANDARD ERROR  $\pm 2.6$

SYMPHONY HALL TUESDAY, NOVEMBER 2, 1948 10:05-11:00

<u>AVAILABLE AUDIENCE</u>	77.0
<u>SETS-IN-USE</u>	44.0
<u>PROGRAM RATING*</u>	11.0
<u>SHARE OF AUDIENCE</u>	25.0
<u>SPONSOR IDENTIFICATION</u>	23.0

SIZE OF SAMPLE - 148 RMS.

\*STANDARD ERROR  $\pm 2.4$

SYMPHONY HALL MONDAY, NOVEMBER 1, 1948 10:05-11:00

<u>AVAILABLE AUDIENCE</u>	84.0
<u>SETS-IN-USE</u>	20.0
<u>PROGRAM RATING*</u>	17.6
<u>SHARE OF AUDIENCE</u>	88.0
<u>SPONSOR IDENTIFICATION</u>	29.0

SIZE OF SAMPLE - 149 RMS.

\*STANDARD ERROR  $\pm 3.0$

SYMPHONY HALL WEDNESDAY, NOVEMBER 10, 1948 10:05-11:00

<u>AVAILABLE AUDIENCE</u>	86.5
<u>SETS-IN-USE</u>	29.8
<u>PROGRAM RATING*</u>	24.4
<u>SHARE OF AUDIENCE</u>	82.0
<u>SPONSOR IDENTIFICATION</u>	----

SIZE OF SAMPLE - 104 RMS.

\*STANDARD ERROR  $\pm 4.2$